

IN THE IOWA DISTRICT COURT FOR POLK COUNTY

STATE OF IOWA ex rel.  
THOMAS J. MILLER,  
ATTORNEY GENERAL OF IOWA,  
99AG25112

Plaintiff,

v.

COURTESY HEALTH WATCH, INC.,  
a Delaware corporation,

Defendant.

Equity No. CE 7

PETITION IN EQUITY

FILED  
POLK COUNTY IOWA  
2012 AUG 15 AM 8:12  
CLERK DISTRICT COURT

The State of Iowa ex rel. Attorney General Thomas J. Miller, through Assistant Attorney General Steve St. Clair, states as follows for its cause of action against Courtesy Health Watch, Inc.:

**INTRODUCTION**

1. Courtesy Health Watch, Inc. (hereinafter "CHW"), a Delaware corporation with its principal place of business in Ft. Lauderdale, Florida, makes fundraising calls to residents of various states, including Iowa, from phone rooms in Pennsylvania and Wisconsin. The calls request donations to charities or non-profits that have contracted for CHW to solicit contributions. In exchange, the charity is guaranteed a portion of total donations, typically 10% to 15%. The amount donated by individuals in response to a given solicitation call varies, but the most frequently donated amount is twenty dollars.

Deceptive solicitation calls have been made by CHW representatives in violation of Iowa law. CHW callers have implied that more of a consumer's donation goes to the worthy purpose than is in fact the case. They have declined to provide the actual percentage of donations that go to the cause when asked for a breakdown, falsely claiming that such information is unavailable.

They have misled would-be donors about how much other donors typically give, claiming that others give more than they typically do. They have misled consumers about the identity of CHW as a for-profit entity separate from the non-profit charity. They have misled Iowa consumers about the effect that a donation would have on the consumer's own community. They have begun solicitation calls by saying that "the reason" for the call was to thank the person for past support, when the true reason was to ask for more money.

In addition, CHW telephone fundraisers have indicated to would-be Iowa donors that appeals for donations to a particular charity were being made once a year, when in fact a donation would prompt another appeal six months later. Moreover, a donation results in CHW placing the donor's name in rotation for each of its several other charitable clients, which may result in a donor's receiving solicitation calls from CHW about once a month. Thus, an initial donation to one of CHW's charity clients prompts a large volume of additional calls on behalf of its other clients, but CHW does not disclose that fact to prospective donors. Such a disclosure could often be expected to affect a consumer's decision to donate, given the desire of many Americans to keep the volume of telephone solicitations they receive to a minimum. In addition to this lack of disclosure, CHW solicitors affirmatively represent that a donation will result in *fewer*, rather than *more*, calls requesting donations.

The above-referenced practices are believed to have a disproportionate impact on Iowans of retirement age, in part because they are more likely to be home when solicitation calls are made, and are therefore more likely to be directly affected by misleading aspects of such solicitations.

CHW should be required to refrain from unfair and deceptive practices in its fundraising, and should be required to disgorge proceeds collected in violation of Iowa law.

### VENUE

2. Venue is proper in Polk County, Iowa, because Defendant has engaged and, upon information and belief, continues to engage in the activities that are the subject of this Petition in Polk County, Iowa. Iowa Code § 714.16 (10) (2011).

### PARTIES

3. The Iowa Attorney General is authorized to bring this action by Iowa Code §§ 714.16 (7) and 714.16A (1) (2011).

4. Courtesy Health Watch, Inc. was incorporated in the State of Delaware in February of 2005. Its principal place of business is in Ft. Lauderdale, Florida, and it has phone rooms in Pittsburgh, Pennsylvania, and Madison, Milwaukee, and West Allis, Wisconsin.

### JURISDICTION

5. The Iowa Consumer Fraud Act, Iowa Code § 714.16 (2)(a) (2011) ("the Consumer Fraud Act") provides in pertinent part:

The act, use or employment by a person of an unfair practice, deception, fraud, false pretense, false promise, or misrepresentation, or the concealment, suppression or omission of a material fact with intent that others rely upon the concealment, suppression, or omission, in connection with the lease, sale, or advertisement of any merchandise or the solicitation of contributions for charitable purposes, whether or not a person has in fact been misled, deceived, or damaged, is an unlawful practice.

6. Iowa Code § 714.16 (1) provides the following definitions:

(f) "Deception" means an act or practice which has the tendency or capacity to mislead a substantial number of consumers as to a material fact or facts.

(n) "Unfair practice" means an act or practice which causes substantial, unavoidable injury to consumers that is not outweighed by any consumer or competitive benefits which the practice produces.

7. Iowa Code § 714.16 (7) provides, in pertinent part:

Except in an action for the concealment, suppression, or omission of a material fact with intent that others rely upon it, it is not necessary in an action for reimbursement or an injunction, to allege or to prove reliance, damages, intent to deceive, or that the person who engaged in an unlawful act had knowledge of the falsity of the claim or ignorance of the truth.

8. In describing remedies under the Consumer Fraud Act, Iowa Code subsection

714.16 (7) provides in pertinent part as follows:

If it appears to the attorney general that a person has engaged in, is engaging in, or is about to engage in a practice declared to be unlawful by this section, the attorney general may seek and obtain in an action in a district court a temporary restraining order, preliminary injunction, or permanent injunction prohibiting the person from continuing the practice or engaging in the practice or doing an act in furtherance of the practice. The court may make orders or judgments as necessary to prevent the use or employment by a person of any prohibited practices, or which are necessary to restore to any person in interest any moneys ... which have been acquired by means of a practice declared to be unlawful by this section ...

In addition to the remedies otherwise provided for in this subsection, the attorney general may request and the court may impose a civil penalty not to exceed forty thousand dollars per violation against a person found by the court to have engaged in a method, act, or practice declared unlawful under this section; provided, however, a course of conduct shall not be considered to be separate and different violations merely because the conduct is repeated to more than one person. In addition, on the motion of the attorney general or its own motion, the court may impose a civil penalty of not more than five thousand dollars for each day of intentional violation of a ... permanent injunction issued under authority of this section.

9. Iowa Code §§ 714.16A (1) & (3) (2011) provide, respectively:

If a person violates section 714.16, and the violation is committed against an older person, in an action by the attorney general, in addition to any other civil penalty, the court may impose an additional civil penalty not to exceed five thousand dollars for each such violation.

As used in this section, '*older person*' means a person who is sixty-five years of age or older.

Factors to be considered in imposing a civil penalty under this provision are listed at Iowa Code

FACTUAL ALLEGATIONS

10. Defendant is a professional fundraiser that telephones Iowans to request donations to charities or non-profits that have contracted for CHW's fundraising services.

*National Cancer Coalition*

11. Defendant contracts to engage in such fundraising on behalf of various organizations. One organization with which Defendant has contracted is National Cancer Coalition ("Cancer Coalition"). Defendant's contract provides that the Cancer Coalition is to receive 15% or more of donations collected, and in 2011 the Cancer Coalition reportedly did receive that percentage of Iowa donations.<sup>1</sup>

12. In December of 2011, a telephone fundraiser employed by CHW placed a solicitation call to an Iowa resident on behalf of the Cancer Coalition. The call was recorded, and a transcript is appended as Attachment I.

13. In July of 2012, a telephone fundraiser employed by CHW placed a solicitation call to an Iowa resident on behalf of the Cancer Coalition. The call was recorded; a transcript is appended as Attachment VIII,<sup>2</sup> and a copy of the recording, with consumer name and address information redacted, is appended as Attachment IX.

*Children's Leukemia Research Association, Inc.*

14. Another organization with which CHW has contracted is Children's Leukemia

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<sup>1</sup>References to the percentage of total Iowa donations received in 2011 in this and subsequent paragraphs is drawn from CHW's April 2012 registration with the Iowa Attorney General as a professional commercial fundraiser pursuant to Iowa Code Ch. 13C.

<sup>2</sup> The transcripts appended as Attachments I through VIII are arranged sequentially, in the order in which the solicitations were made.

Research Association, Inc. ("Children's Leukemia"). This contract provides that Children's Leukemia is to receive at least 10% of donations collected, and in 2011 Children's Leukemia reportedly received 18% of Iowa donations.

15. In February of 2012, a telephone fundraiser with CHW placed a solicitation call to an Iowa resident on behalf of Children's Leukemia. The call was recorded, and a transcript is appended as Attachment II.

#### ***Childhood Cancer Research Coalition***

16. Another organization with which CHW has contracted is Childhood Cancer Research Coalition ("Childhood Cancer"). This contract provides that Childhood Cancer is to receive at least 10% of donations collected, and in 2011 it reportedly received 18% of Iowa donations.

17. In March of 2012, a telephone fundraiser with CHW placed a solicitation call to an Iowa resident on behalf of Childhood Cancer. The call was recorded, and a transcript is appended as Attachment III.

#### ***Miracle Flights For Kids***

18. Another organization with which CHW has contracted is Miracle Flights For Kids ("Miracle Flights"). This contract provides that Miracle Flights is to receive at least 15% of donations collected, and in 2011 it reportedly received that percentage of Iowa donations.

19. In March of 2012, a telephone fundraiser with CHW placed a solicitation call to an Iowa resident on behalf of Miracle Flights. The call was recorded, and a transcript is appended as Attachment IV.

#### ***National Wheelchair Basketball Association***

20. Another organization with which CHW has contracted is National Wheelchair Basketball Association ("Wheelchair Basketball"). This contract provides that Wheelchair

Basketball is to receive at least 10% of donations collected, and in 2011 it reportedly received 30% of Iowa donations.

21. In March of 2012, a telephone fundraiser with CHW placed a solicitation call to an Iowa resident on behalf of Wheelchair Basketball. The call was recorded, and a transcript is appended as Attachment V.

***The Organ Donation and Transplant Association of America, Inc.***

22. Another organization with which CHW has contracted is The Organ Donation and Transplant Association of America, Inc. ("Organ Association"). This contract provides that the Organ Association is to receive at least 10% of donations collected, and in 2011 it reportedly received 25% of Iowa donations.

23. In April of 2012, a telephone fundraiser with CHW placed a solicitation call to an Iowa resident on behalf of the Organ Association. The call was recorded, and a transcript is appended as Attachment VI.

***Cancer Center for Detection and Prevention, Inc., dba Breast Cancer Relief Foundation***

24. Another organization with which CHW has contracted is Cancer Center for Detection and Prevention, Inc., dba Breast Cancer Relief Foundation ("Breast Cancer Relief"). This contract provides that Breast Cancer Relief is to receive 15% of donations collected, and in 2011 it reportedly received that percentage of Iowa donations.

25. In May of 2012, a telephone fundraiser with CHW placed a solicitation call to an Iowa resident on behalf of Breast Cancer Relief. The call was recorded, and a transcript is appended as Attachment VII.

*Features that enhance fundraising success*

26. In order to evaluate the content of phone solicitations directed to prospective donors by ACS, it is important to recognize that telephone fundraising efforts enjoy enhanced success if prospective donors believe:

- a) that the fundraising is performed infrequently, for example, as part of an annual drive or periodic campaign;
- b) that the individual soliciting the donation is himself or herself part of the charitable organization, as opposed to being a telemarketer for a fundraising business;
- c) that a substantial portion of each donated dollar goes to the worthy cause, as opposed to paying the salaries and expenses of a for-profit fundraiser;
- d) that the dollar amount they are being asked to donate is in line with the amount of most contributors' donation; and/or
- e) that the donation will produce a direct benefit to the donor's own community.

*Misrepresenting or failing to disclose the frequency of repeat solicitations*

27. CHW has expressly acknowledged that if an Iowan solicited by CHW on behalf of one of its clients makes a donation, that Iowan is called again in six months to make another donation to that same client.

28. CHW has also expressly acknowledged that an Iowan who makes a donation to one of its clients in response to a solicitation call is thereafter scheduled to receive solicitation calls on behalf of CHW's other clients approximately once a year.

29. In practice, Iowans who make donations in response to CHW calls may be re-solicited at a rate of about once a month, with solicitations sometimes occurring within only a few days of one another. For example, from February 2009 through April of 2012 (a 39 month period) an 82-year-old Keokuk woman received at least 34 solicitation calls from CHW and made a donation in response to each of those calls. Some of these solicitations were separated



by as little as three days.

30. This high volume of re-solicitation may be further increased by the practice of renting donor lists for use by other solicitors. For example, Attachment X reflects an online effort to rent out a list of persons who donated to National Cancer Coalition, one of the entities for which CHW sought donations from Iowans.

31. Despite this potential barrage of solicitations that occurs as a result of a donation to a CHW client, none of CHW's solicitation scripts disclose the high volume of solicitations triggered by a decision to donate.

32. In addition, CHW solicitors state or imply that calls are made only about once a year, during an annual "campaign" or "drive." For example, CHW callers have stated:

a) "Once again they are working on the *campaign drive again this year* for cancer. . . . Just hoping that they can count on your continued support *again this year*. . . . [The verifier will] ensure that you don't get a second call back for the rest of the campaign, OK?"<sup>3</sup> (Att. I)

b) "[W]e've started *our 2012 campaign* ..." (Att. II)

c) "*Every year* ... we went by the red, white and blue – it's fifty [dollars], thirty, or twenty." (Att. IV)

d) You helped with the patron *last year* .... *We just call every year* for the renewal." (Att. V)

e) "[Y]ou said *last year* wasn't good for you but to try you back for *this year's campaign*. ... [W]e're calling to see if you would like to help out for *the 2012 drive* . . . *it's a one time pledge* . . . ." (Att. VI)

f) "We're still out with our state *campaign* for Iowa . . . . We're only allowed to call you *once a year* . . . ." (Att. VIII)

33. CHW solicitors also state or imply that a donation will result in fewer solicitation calls, when in fact a donation has the opposite effect. For example:

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<sup>3</sup> Emphasis in this and subsequent quotes from solicitation transcripts has been added.

- a) *"It's been a year since you helped out, that's why we're calling you back .... [The verifier will] take your name off the list so you don't get any more repeat calls, OK?"* (Att. III)
- b) *"We call one time a year and once you donate we do remove you from the list."* (Att. VII)
- c) *"[The verifier will] double check everything so we don't call you back and disturb you, OK?"* (Att. VIII)

***Obscuring or exaggerating the amount that goes to the worthy purpose***

34. Although some CHW solicitors would provide the percentage breakdown between fundraiser and charity when asked, others engaged in efforts to obfuscate or conceal that information, or actively implied that the charity would receive the donation. For example:

- a) When asked how much of a donation would go to the charitable purpose: *"We're not actually giving the exact percentage breakdown, your . . . payment goes straight to the children with cancer and then they distribute it . . ."* (Att. III)
- b) *"[A]ll checks are made directly payable to the Miracle Flights For Kids. OK, so it goes directly to the charity."* (Att. IV)
- c) *"You always make your, everything payable directly to the National Cancer Coalition . . . I don't get a check cut from National Cancer Coalition. It goes directly to the program . . . Everything goes to NCC but it doesn't come back here . . ."* (Att. VIII)

***Misleading consumers regarding the amount most often donated***

35. Some CHW solicitations claimed that the amount of most donations is higher than \$20, which is far and away the most commonly donated sum:

- a) *"[M]ost popular are the forty-five, thirty-five, and twenty-five dollar levels."* (Att. III)
- b) *"[M]ost supporters do the bronze [\$30 or \$40] . . ."* (Att. VIII)

***Misleading consumers regarding CHW's role as a professional fundraiser***

36. Solicitors have misled would-be donors about the identity of CHW as a for-profit entity separate from the non-profit charity. For example:

a) Although most solicitations lead off with a reference to the caller's being a paid fundraiser with Courtesy Health Watch, the status of professional fundraiser is not always disclosed. (Atts. VII & VIII)

b) The distinct roles of paid fundraiser and charity are conflated when CHW solicitors make statements such as: "[W]ith 2012 being *our* 25<sup>th</sup> year anniversary<sup>4</sup> for CCRC [Childhood Cancer Research Coalition], thanks to your support *we* have been able to save thousands of sick children ..." (Att. III); "*We* fly these kids to get the treatment. . . . *We're* a non-profit" (Att. IV); "*We* pioneered the wheelchairs in the VA after World War II for all disabled vets" (Att. V); and "*We* finally started to do the early detection methods . . ." (Att. VIII)

***Misleading consumers about whether the donation will help locally***

37. Some CHW solicitations have misled consumers about the extent to which a donation would benefit the local community. For example:

a) "[T]he *local communities do get the money* even though it's a national campaign" (Att. II);

b) "[W]e make sure *it's equally handed out*" among hospitals across the country (Att. VI).

***Mischaracterizing the purpose of the call***

38. CHW callers often began a solicitation by stating that the purpose of the call was to express gratitude for past donations, when in fact the true purpose was to solicit additional funds. For example:

a) "*The reason* for the recorded call *we just wanted to say thank you* for your past support." (Att. I)

b) "[T]he *reason* for our recorded call *is to thank you* for your generous support for the Leukemia drive for children." (Att. II)

c) "*I'm calling to thank you* for helping out our state campaign for National Cancer Coalition in Iowa." (Att. VIII)

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<sup>4</sup> This claim of a 25<sup>th</sup> anniversary for the Childhood Cancer Research Coalition, which is a special program of the National Cancer Coalition, Inc., is cast in doubt by the fact that the latter entity was incorporated in 1994.

*Some misrepresentations are traceable to CHW's scripts*

39. Some of the above-referenced misleading statements are traceable to the scripts that CHW gives its solicitors to use in calling Iowans. For example:

a) A script for Breast Cancer Relief involves telling consumers that by having a supervisor go over the method of payment "that way you won't receive any more calls."

b) A script for Children's Leukemia acknowledges that CHW gets paid by the charity, but obscures the fact that most of the money goes to the for-profit fundraiser by adding that "whatever money you donate will go directly to the charity's bank account."

c) Another script makes the call appear to be part of a periodic community canvassing effort, claiming deceptively that "we are contacting *everyone in the community* for the National Cancer Coalition donation drive."

d) Another Cancer Coalition script has the caller saying that "the reason for the recorded call is to thank you very much for your past support . . . ."

40. Upon information and belief, older Iowans are disproportionately represented both among the recipients of CHW's solicitations and among the donors, in part because they are more likely to be home when solicitation calls are made and are more likely to have land-lines.

41. Neither all nor any part of the application for injunctive relief herein has previously presented to and refused by any court or justice. Iowa R. Civ. P. 1.1504.

42. In an action by the state, no security is required of the state. Iowa R. Civ. P. 1.207.

**COUNT I**

**CONSUMER FRAUD ACT VIOLATIONS**

43. Paragraphs 1 through 42 are incorporated herein by reference.

44. Defendant's fundraising practices violate the prohibition of Iowa Code § 714.16 (2)(a) against misleading, deceptive, unfair, and omissive acts and practices, and otherwise violate that provision of Iowa law by making misleading representations, express and implied.

45. Although it is not necessary to establish reliance, damages or intent to deceive to

obtain injunctive relief or reimbursement under the Consumer Fraud Act (*see* paragraph 8 above), establishing these factors, particularly intent, is nevertheless relevant *inter alia* to the Court's determination of the appropriate scope of injunctive relief and the appropriate amount of civil penalties. Those acts and practices of Defendant in violation of subsection (2)(a) of the Consumer Fraud Act as alleged in this Count were such as would in fact induce reliance on the part of consumer victims, would in fact cause damage to consumers (and to other charitable organizations and their beneficiaries), and/or were in fact intentional.

## **COUNT II**

### **CONSUMER FRAUDS COMMITTED AGAINST OLDER PERSONS**

46. Paragraphs 1 through 42 above are incorporated herein by reference.

47. On information and belief, Consumer Fraud Act violations for which Defendant is responsible were committed against older persons and give rise to the additional civil penalty provided for in section 714.16A.

## **PRAYER**

Plaintiff prays the Court grant the following relief:

A. Pursuant to Iowa Code § 714.16 (7), and upon further request by Plaintiff addressed to the Court, enter a temporary restraining order and preliminary injunction restraining Defendant and Defendant's directors, officers, principals, partners, employees, agents, servants, representatives, subsidiaries, affiliates, successors, assigns, merged or acquired predecessors, parent or controlling entities, and all other persons, corporations and other entities acting in concert or participating with Defendant who have actual or constructive notice of the Court's injunction, from engaging in the deceptive, misleading, omissive, and unfair practices alleged in this Petition or otherwise violating the Iowa Consumer Fraud Act.

B. Pursuant to Iowa Code § 714.16 (7), after trial on the merits, make permanent the above-described injunctions, expanding their provisions as necessary by including *inter alia* such "fencing in" provisions as are reasonably necessary to ensure that Defendant and other enjoined persons and entities do not return to the unlawful practices alleged herein, or commit comparable violations of law.

C. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendant for amounts necessary to restore to Iowa consumers all money acquired by means of acts or practices that violate the Consumer Fraud Act, and/or to effectuate the charitable giving intended by Iowa consumers in donating such money.

D. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendant for such additional funds as are necessary to ensure complete disgorgement of all ill-gotten gain traceable to the unlawful practices alleged herein.

E. Pursuant to Iowa Code § 714.16 (7), enter judgment against Defendant for up to \$40,000.00 for each separate violation of the Consumer Fraud Act.

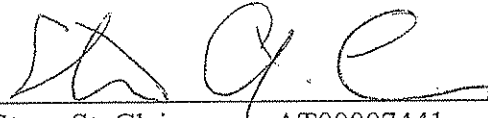
F. Pursuant to Iowa Code § 714.16A, enter judgment against Defendant for an additional civil penalty not to exceed \$5,000.00 for each violation of the Consumer Fraud Act committed against an older person.

G. Award Plaintiff interest as permitted by law.

H. Pursuant to Iowa Code § 714.16 (11), enter judgment against Defendant for attorney fees, state's costs and court costs.

I. Grant such additional relief as the Court deems just and equitable.

THOMAS J. MILLER  
Attorney General of Iowa

A handwritten signature in black ink, appearing to read 'St. Clair', is written over a horizontal line.

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NATIONAL CANCER COALITION

December 2011

DONOR: Prospective Donor

CALLER: Dawn Jimenez

SUPERVSR: Supervisor

VERIFIER: Randy Dow

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CALLER: Hi, can I speak to [NAME], please? [NAME]

DONOR: This is [NAME].

CALLER: Good Morning [NAME]. My name is Dawn Jimenez, paid fundraiser with Courtesy Health Watch calling on behalf of the National Cancer Coalition this morning. How are you doing today?

DONOR: Good, thank you.

CALLER: Good. I'll make it real quick for you. The reason for the recorded call we just wanted to say thank you for your past support. Once again they are working on the campaign drive again this year for cancer. Trying to raise money again for medication, treatment, life saving tests, also the chemotherapy and radiation for both young children and adults that can't afford proper medical attention, and you were kind enough the past two times to help out with a tax deductible donation. Just hoping that they can count on your continued support again this year.

DONOR: I'm sorry, again who is this?

CALLER: It's National Cancer Coalition. And what you helped out with the last two times was twenty dollars. Just wondering if you thought you'd like to help out with that again this year?

DONOR: Can you tell me when I gave that last time?

CALLER: Yeah, let me get back into the screen really quick here. OK. Let's see here, it looks, well, both times it was nine of '09 and it looks like ten of '10. So, September of '09 and then October of 2010.

DONOR: And this is the National Cancer Coalition?

CALLER: Yes it is.

DONOR: And where are you located?

CALLER: We're located in Milwaukee, actually West Allis, Wisconsin.

DONOR: OK. Then of the twenty dollars, how much will go to the cancer patients?

CALLER: Umm ... I don't have the percentages exactly in front of me. If you can hang on I can transfer you to my supervisor, they can tell you.

DONOR: Thank you.

CALLER: OK. One second.

SUPERVSR: Hello?

DONOR: Hi. I was calling or, excuse me, I was transferred to you, maybe you can tell me of my twenty dollars, if I donate, how much would go to the cancer patients?

SUPERVSR: At least ten percent.

DONOR: Ten percent does?

SUPERVSR: Um hum.

DONOR: And is this nationwide or ... ?

SUPERVSR: Yes ma'am.

DONOR: OK. How does it come back to Iowa if I was to give?

SUPERVSR: Well if, if somebody in Iowa would contact the organization stating that they would need help, I mean it, it helps people on an individual basis.

DONOR: So if a person I know of called National, National Cancer Coalition, they could get help?

SUPERVSR: Yeah, they would go through the process of, you know, applying and what, what needs they have, and eventually get the help they need.

DONOR: Can you send me out some information about how that works, I'd be real interested to see that.

SUPERVSR: Sure. Yeah, give me (inaudible), I mean did you want to make a donation?

DONOR: Yeah, I'll go ahead and make a twenty dollar donation.

SUPERVSR: OK. Well, what I'm going to do is, I'm actually going to toss you back to Dawn, she'll get you all set up. Send you up to our verifier and then he will send you out all your information and the 1-800 number and the website and everything for you to contact, OK?

DONOR: OK.

SUPERVSR: All right. Thank you so much.

DONOR: You're welcome.

CALLER: Hi, [NAME]?

DONOR: Hi.

CALLER: Hi, you wanted to help out with twenty dollars?

DONOR: Yes.

CALLER: OK. We'll get them in the screen real quick, what she told you, is I just need to send you back up so he can get that information out to you and ensure that you don't get a second call back for the rest of the campaign, OK?

DONOR: OK.

CALLER: I just wanted to tell you, so much, thank you for helping out again. If you can hang on one second, he'll be right with you, OK?

DONOR:- Very good.

CALLER: OK.

VERIFIER: Hi, Randy Dow, Courtesy Help Watch. Paid fundraiser. How much did you agree to help out with?

DONOR: Twenty dollars.

VERIFIER: All right, will this be on a VISA, Master or debit card?

DONOR: It will have to be a check. It'll have to, you'll have to send the information out to me.

VERIFIER: OK. We do it both ways. We just ask you for your card because it helps save on postage and printing...

DONOR: I'm not going to be able to do that.

VERIFIER: OK. What's the address?

DONOR: It would be [ADDRESS].

VERIFIER: I had you at [ADDRESS].

DONOR: Oh, I moved.

VERIFIER: OK. What was the [ADDRESS] again?

DONOR: [ADDRESS].

VERIFIER: OK

DONOR: And now it's [CITY], Iowa.

VERIFIER: All right.

DONOR: And the zip code is [ZIP].

VERIFIER: All right.

DONOR: And can you tell me what was, what was the name of the company?

VERIFIER: National Cancer Coalition.

DONOR: No, what is your paid, the paid, the company that you work for?

VERIFIER: Courtesy Health Watch.

DONOR: Courtesy Health Watch?

VERIFIER: Yes.

DONOR: And is that also like located in Wisconsin?

VERIFIER: Yep. We're calling from Milwaukee, Wisconsin.

DONOR: OK. Well, go ahead and send that out to me.

VERIFIER: All right. We'll send you out the receipt with a brochure and a self-addressed envelope. And just return your support back a couple of days later.

DONOR: I sure will.

VERIFIER: Thank you.

DONOR: Um hum, bye.

VERIFIER: Bye, bye.



CHILDREN'S LEUKEMIA RESEARCH ASSOCIATION

February 2012

DONOR: Prospective Donor

CALLER: Judi Pelly  
MANAGER: Unnamed  
VERIFIER: Pete

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CALLER: Hi [NAME], Judi Pelly calling, paid fundraiser with Courtesy Health Watch. Calling for the Children's Leukemia Research Association. How are you doing today?

DONOR: Very good, thank you.

CALLER: Oh, great to hear, [NAME]. And the reason for our recorded calls is to thank you for your generous support for the leukemia drive for children. It goes a long way to help with research and the leukemia medicine the children need. So we've started our 2012 campaign, and just calling back to ask you if we could count on your support again this year. Would that be OK?

DONOR: Well, first, umm ... I have given before then?

CALLER: Yeah, back in September of 2010 you gave us a twenty dollar donation and then in '09 you gave a thirty-five dollar donation. We must have missed you last year...

DONOR: OK.

CALLER: ...or you, or you weren't able to help last year so...

DONOR: OK. Well, can you tell me where you're located?

CALLER: Sure. The headquarters is in Garden City, New York, and then our call center is in Milwaukee, Wisconsin. It's a national campaign but it helps out the local community for families in the area that need help with the medicine and chemotherapy, radiation and other leukemia medicines.

DONOR: Can you tell me, of the money that I donate, how much is going to go to the children with leukemia?

CALLER: Yes, the manager has that information. I know you're probably very busy but they'll be more than glad to provide that, it'll just take a second.

DONOR: OK.

CALLER: It might be just a second or two, they are all taking pledges. Everybody's been so busy today and so generous but I, I, I didn't want to keep you waiting.

DONOR: Oh, that's OK. Well, and...

CALLER: Should we try to call you back maybe with that information?

DONOR: Oh, no, 'cause I got another question for you. Now how would this money come back to Iowa?

CALLER: Oh, that's, it goes to the national campaign and then it's distributed out to the, the local communities. That I don't know. I'm just a caller but, I know that the local communities do get the money, umm, even though it's a national campaign.

DONOR: So...

CALLER: I don't know how they, they break that up.

DONOR: Oh, you don't know how they break that up?

CALLER: No.

DONOR: OK. Are you a volunteer?

CALLER: I'm a paid fundraiser.

DONOR: Paid fundraiser. OK. And I can't remember, I'm sorry what was the paid fundraiser's name?

CALLER: Courtesy Health Watch.

DONOR: Courtesy Health Watch out of New York. OK. I can go ahead and hold a little bit, that's fine.

CALLER: OK, thank you [NAME].

DONOR: Uh-huh.

MANAGER: Hello?

DONOR: Yes.

MANAGER: Hey there, you wanted to know the percentages?

DONOR: Yes, could you please tell me?



MANAGER: At least ten percent goes to the organization.

DONOR: OK. Can you tell, the other lady couldn't tell me, now how would, how is money going to come back to Iowa?

MANAGER: It's a national organization. Whoever contacts the organization and needs help is how they get it.

DONOR: You mean, uh, hospitals, or, how do the leukemia patients...

MANAGER: It could be an individual contacting the organization on behalf of their child. It could be by a hospital or a research center contacting the organization. Whoever contacts that organization and needs help, they go through the qualifications and then the organization will help.

DONOR: Well, how do they, how do they know that this even exists?

MANAGER: Research.

DONOR: So like if they go on the Internet they'll...

MANAGER: Yeah, if you go on the Internet, there's a web site, it's Children's Leukemia dot org.

DONOR: OK. OK.

MANAGER: Thank you.

DONOR: Mm-hmm. Hello?

CALLER: Hello?

DONOR: OK. I can go ahead and donate twenty dollars.

CALLER: Oh, you're wonderful, [NAME]. I appreciate you going the extra mile for these children and for your added patience. And I appreciate you being so thorough 'cause when you make a donation you want to make sure that the people that you want to help are getting the money. So you're wonderful. And now I'll transfer you to the verifier they, yeah, they'll take your information and that way you don't get another phone call.

DONOR: OK.

VERIFIER: Hi, [NAME]?

DONOR: Yes.

VERIFIER: Hey, my name is Pete, Courtesy Health Watch. Paid professional fundraiser. The twenty, is that OK for you?

DONOR: Yes.

VERIFIER: OK, and were you going to use the VISA, Master or debit card?

DONOR: You're going to have to send me out an invoice.

VERIFIER: And [ADDRESS]?

DONOR: Umm ... my address has changed.

VERIFIER: OK, what's the new one?

DONOR: OK, the new address is [ADDRESS], [CITY], Iowa [ZIP]. But I did not have to change my telephone number.

VERIFIER: And what was the zip code again, I'm sorry?

DONOR: That's OK. [ZIP].

VERIFIER: Then, we will get you everything out through the mail first. It'll take a few days to get there and then just return that back a few days later in the envelope that we provide for you.

DONOR: OK.

VERIFIER: And thank you very much.

DONOR: Oh, you're welcome. Bye.

VERIFIER: Bye, bye.

CHILDHOOD CANCER RESEARCH COALITION

March 2012

DONOR: Prospective Donor

CALLER: Tim

MANAGER: Krissie (phonetic)

VERIFIER: Randy

---

CALLER: ...paid fund-raiser with Courtesy Health Watch. [NAME], we were just giving you a try back this morning, ma'am, for the CCRC, the Childhood Cancer Research Coalition. If you don't mind me answering, [NAME], how are you doing this new year, ma'am?

DONOR: Oh, very good, thank you.

CALLER: I'm glad to hear...

DONOR: OK, can I, I'm sorry, I'm sorry, I didn't catch who you are with? You're with whom?

CALLER: It's, uh, Childhood Cancer Research Coalition.

DONOR: And what was the fundraiser?

CALLER: I yeah, I'm a fundraiser with Courtesy Health Watch...

DONOR: OK.

CALLER: ...calling on behalf of the Childhood Cancer Research Coalition.

DONOR: OK.

CALLER: We personally wanted to contact you today, [NAME], to say thank you for your wonderful shows of support in the past years. They really have gone a long way to help get the proper medical attention that these sick children battling cancer need to survive. I'm sure you can understand how important that is, right?

DONOR: Yes.

CALLER: Now, [NAME], with 2012 being our 25<sup>th</sup> year anniversary for the CCRC, thanks to your support we have been able to save thousands of sick children battling cancer and to keep this life-saving program running we are calling today just hoping to make sure that we could count on your continued support to give them a fighting chance at life.

DONOR: Oh, I've, I've given before then?

CALLER: Yes, you've helped out twice in the past actually.

DONOR: Oh, can you tell me when?

CALLER: It's been a year since you helped out, that's why we are calling you back, [NAME].

DONOR: Oh, OK ...

CALLER: Last time you helped out you did do our fifty, fifty dollar donation, it did go a long way to give these children a fighting chance, we were just hoping for the 2012 campaign we could count on your continued support?

DONOR: OK, well, first can you tell me where you are located?

CALLER: I am, I am, am calling from Milwaukee, Wisconsin, [NAME].

DONOR: Oh, OK. Now I know I can't do fifty dollars...

CALLER: OK, we do have smaller levels, most popular are the forty-five, thirty-five or twenty-five dollar levels. With it being our 25<sup>th</sup> year anniversary most of our families are trying for twenty-five.

DONOR: I could do twenty-five, but can you tell me how much of my twenty-five dollars would go to the children with cancer?

CALLER: [NAME], I don't know the exact breakdown, what I can do is, I can give you over to my manager on a secure line and they can give you all the written information about the organization, did you want that?

DONOR: Yes.

CALLER: All right. Just hold on one moment, please.

DONOR: Thank you.

CALLER: [NAME], we are a little bit backed up right now...

DONOR: OK.

CALLER: ...could you just hold on a brief moment?

DONOR: I surely can.

CALLER: Hello?

DONOR: Yes.

MANAGER: Hi there, my name's Krissie, how can I help you?

DONOR: Well, I was just talking to a gentleman, and I can't remember his name, but I said that I would like to go ahead and give twenty-five to the kids with cancer but I was asking him, of the twenty-five dollars that I would give, how much would go to the children with cancer?

MANAGER: We're not actually giving the exact percentage breakdown, your check, money order or debit or credit card payment goes straight to the children with cancer and then they disburse it from there. They just contact us to contract, or to raise the money on their behalf.

DONOR: So, you get like an hourly wage?

MANAGER: Yeah, everybody's paid by the hour.

DONOR: And then whatever is left over goes to the kids?

MANAGER: Yes.

DONOR: Well, how...

MANAGER: The exact percentages, I would have no idea what that is 'cause it goes straight to them first and then they pay out everything from there.

DONOR: Oh, OK. Well, then can you tell me, how would a child in Iowa ever get help from this program?

MANAGER: Whatever, if the child has cancer, I mean there's always contact, you know, the doctor would have all the information to contact us, otherwise we also have a web site. It's National Cancer Coalition dot org. And then you can follow the steps on there as well.

DONOR: If I know someone or...

MANAGER: Who could use the help.

DONOR: OK. OK. Well, very good.

MANAGER: All right. Well, I'm going to send you back to Tim then, OK?

DONOR: OK, thank you.

MANAGER: Bye, bye.

CALLER: Hi, [NAME]?

DONOR: Hi. OK, Tim, I'll go ahead and donate twenty-five dollars.

CALLER: All right. I do want to bless your heart. If we could have everybody that we contact, [NAME], help out with the twenty-five, we wouldn't have to give a call back for a few years. The economy has been so rough, I'm sure you know, so I do want to thank you. Now what I'm going to do [NAME] before you go I do need just one more quick favor, I'm going to give you to my verifier on a secure line, they'll double check your information, figure out a method of payment that is comfortable for you and then they'll take your name off the list so you don't get any more repeat phone calls, OK?

DONOR: OK.

CALLER: All right I do want to thank you again, [NAME]. I hope you and your family have a blessed 2012 and you take care of yourself, and you'll hear a few clicks and the verifier will pick up, all right?

DONOR: OK.

CALLER: All right. Here they come now. Thank you so much, [NAME].

DONOR: You're welcome, bye.

CALLER: Here they come now, [NAME], I'm sorry about the wait.

DONOR: Oh, that's OK.

CALLER: Thank you so much for holding.

VERIFIER: Hi, my name is Randy, I'm in the billing department. How much did you agree to help out with?

DONOR: Twenty-five.

VERIFIER: All right. You put it on your MasterCard last time, did you have that handy again?

DONOR: No. This time you're going to need to bill me.

VERIFIER: OK. What's the address you want me to send it out to?

DONOR: It is [ADDRESS].

VERIFIER: I had [ADDRESS]...

DONOR: I moved.

VERIFIER: ...[ADDRESS].

DONOR: I moved so you might want to change that in your records.

VERIFIER: OK, what was the [ADDRESS]?

DONOR: [ADDRESS].

VERIFIER: OK. Is that still in [CITY]?

DONOR: No, now it is in [CITY]. And that is [CITY SPELLED OUT].

VERIFIER: All right.

DONOR: And now the zip code is [ZIP].

VERIFIER: All right. We'll send you out a receipt with a brochure and a self-addressed envelope and just send your cash, check or money order back a couple of days later.

DONOR: OK.

VERIFIER: All right, thank you.

DONOR: You're welcome. Bye.

VERIFIER: Bye, bye.



MIRACLE FLIGHTS FOR KIDS

March 2012

DONOR: Prospective Donor

CALLER: Marc Morgan

SUPERVSR: Supervisor

VERIFIER: Pete

---

CALLER: Hi, can I speak to [NAME]?

DONOR: This is [NAME].

CALLER: Hi, Marc Morgan, Courtesy Health Watch, paid fundraiser, calling on behalf of the Miracle Flights for Kids. How ya doing?

DONOR: Very good.

CALLER: I don't mean to bug ya. Called to thank you, God bless to everyone for showing their interest. Your support helps to provide free plane flights for children suffering with cancer. Every year, [NAME], we went by the red, white and blue. It's fifty, thirty or twenty. You sacrifice one of those red or white or blue?

DONOR: Who is this again?

CALLER: Miracle Flights For Kids. It provides free plane flights, transportation for kids to receive medical treatment across the country.

DONOR: And what is your name?

CALLER: Marc Morgan.

DONOR: Marc Morgan. And where are you located at?

CALLER: I'm in Milwaukee, Wisconsin.

DONOR: And what was the name of the...

CALLER: Miracle Flights For Kids.

DONOR: Is this a professional fundraiser?

CALLER: Yes it is.

DONOR: And what's the name of that?

CALLER: Courtesy Health Watch.

DONOR: Courtesy Health Watch. OK.

CALLER: Yes. Courtesy Health Watch.

DONOR: OK. And I've given before then?

CALLER: No. We're calling to see if you will help.

DONOR: OK, now what does this money do?

CALLER: The money is to help provide transportation for children to receive medical treatment. Kids with cancer. We fly these kids to get the treatment. The treatment is free but we have to get them there. This is for the transportation. It's an outreach program for low-income families who's struggling with serious cancer bills and terrible diseases.

DONOR: Well, how does the money come back to Iowa?

CALLER: Well, it's distributed. It's a nationwide program, ma'am.

DONOR: How would somebody contact you?

CALLER: You ... what?

DONOR: How would somebody contact you to get a flight, or how does that work?

CALLER: Well, for anyone who is in need. They have a list of people who are in need of the transportation so those people are on their list.

DONOR: Where do they, where do you guys get that list?

CALLER: No, not us. We just raise the funds.

DONOR: Oh?

CALLER: We don't do that part of it. All we do is raise the funds for the transportation.

DONOR: What, red, white and blue you said?

CALLER: Yes. It was red, white or blue. It was fifty-five, thirty-five or twenty-five.

DONOR: Hmpf.

CALLER: But it's tax deductible. We do send you a receipt for your records.

DONOR: Well, can you tell me how much of my money will go to the children that need the, the low-income children that need the flights?

CALLER: OK, now the manager can give you the breakdowns.

DONOR: OK.

SUPERVSR: Hi, I'm a supervisor. Did you have a question?

DONOR: Yes. I was just asking the gentleman, now how does the money go, the money that I give, get to the children, the low-income children that need the flights to get their treatment?

SUPERVSR: I'm sorry, come again?

DONOR: OK. Of the money that I may give you, how does that money get to the children, the low-income children that need the flights to get their treatment?

SUPERVSR: OK, well basically what this does is, all checks are made directly payable to the Miracle Flights For Kids. OK, so it goes directly to the charity. And what you're doing is you're actually helping to provide flights for children to a different state to see a specialist that specializes in the field of the child's need. It will provide a flight for them and also one parent or guardian.

DONOR: OK, but how, so if I were to give, you know, twenty dollars, or twenty-five was the least I guess, then all that...

SUPERVSR: Honestly, if, if, if, if, if you would be so generous to help out with twenty or twenty-five, it, it, it really, it really would be a wonderful show of support.

DONOR: OK. But then so all that money goes to them?

SUPERVSR: I'm sorry?

DONOR: All, all my twenty-five dollars will go to them?

SUPERVSR: No.

DONOR: OK.

SUPERVSR: The, the whole amount of twenty-five dollars would not go directly to the charity.

DONOR: How much, do you know?

SUPERVSR: Approximately ten percent goes directly to the organization. The rest goes to the fundraising effort and the administrative costs.

DONOR: OK, well, I, I guess I can do twenty.

SUPERVSR: Hey we, we, we truly appreciate you for helping out with twenty dollars. I'm going to give you back to Marc and he's just going to, he'll set you up and send you up to get verified. OK?

DONOR: Very good.

SUPERVSR: Thank you so much. You have a good day.

DONOR: You too.

SUPERVSR: Bye.

CALLER: Hello?

DONOR: Hi Marc.

CALLER: Yes, [NAME]?

DONOR: Um hum.

CALLER: So can you help out with one of those ...

DONOR: I'm just going to be able to do twenty.

CALLER: Twenty is OK?

DONOR: Um hum.

CALLER: Now, this is still tax deductible. We're a non profit. We'll send you a receipt for your records. We do want to thank you from the heart. The verification department, they'll process your call. Can you hold on?

DONOR: Sure.

CALLER: Hold on.

V-: Hi, [NAME]?

DONOR: Hi.

V-: Hi, my name is Pete. Courtesy Health Watch. Paid professional fundraiser. The twenty, is that OK for ya?

DONOR: Yes.

V-: OK. And we're you going to use the VISA, Master or debit card?

DONOR: You'll have to send me out a bill.

V-: [ADDRESS]?

DONOR: Yes.

V-: ADDRESS]?

DONOR: Yes.

V-: Then we will send you out a bill. It'll take a few days to get there. And then just return that back a few days later in the envelope that we provide for you.

DONOR: Very good.

V-: Thank you very much.

DONOR: Um hum, bye.

V-: Bye, bye.



NATIONAL WHEELCHAIR BASKETBALL

March 2012

DONOR: Prospective Donor

CALLER: Marc Morgan

MANAGER: Krissie (phonetic)

VERIFIER: Randy Dows

---

CALLER: Hi, can I speak to [NAME]?

DONOR: This is [NAME].

CALLER: Hi, Marc Morgan, Courtesy Health Watch, paid fundraiser, calling on behalf of the National Wheelchair Basketball. How ya doing?

DONOR: Very good.

CALLER: We called to thank you. God bless to everyone who showed their support. We pioneered the wheelchairs in the VA after World War II for all the disabled vets. Every year, [NAME], we run by the red, white and blue. It's fifty-five, thirty-five or twenty-five. Last year you did the blue at twenty-five, is that still OK for ya?

DONOR: OK, I'm sorry, who is this?

CALLER: This is for your National Wheelchair Basketball for disabled men, women and children. We started this after World War II for disabled vets. Now it's played by all disabled men, women and kids.

DONOR: And what is your name?

CALLER: Marc Morgan, ma'am, for the National Wheelchair Basketball Association.

DONOR: And it was Courtesy Health Watch ...?

CALLER: Yes.

DONOR: ...was the fundraiser?

CALLER: Yes ma'am. You helped with the patron last year, you did the blue at twenty-five. We just call every year for the renewal.

DONOR: Hmm. And where are you located?

CALLER: Headquartered, the Wheelchair Basketball's headquarters are in Colorado Springs, Colorado.

DONOR: Well, how does the money come, if I were to give money, how would it come back to Iowa?

CALLER: We, it's distributed throughout every state we call, it helps, it's a nationwide program. We do send you a fact sheet that lets you know ever year exactly where your money goes and how it's used. Also a receipt. It is a hundred percent tax deductible.

DONOR: Hmpf. Well, how much of the money would go to the people in, that are in the wheelchairs or how does that work?

CALLER: The verification, the manager can give you a breakdown.

DONOR: OK.

MANAGER: Hello?

DONOR: Hi.

MANAGER: Hi, my name's Krissie, how can I help you?

DONOR: I was wondering what the breakdown of, if I were to send money, how much would go to the people that are in wheelchairs or ...?

MANAGER: At least ten percent goes to the organization.

DONOR: Ten percent?

MANAGER: Um hum (affirmative).

DONOR: OK. You can go ahead and transfer me back then.

MANAGER: All right.

CALLER: Hello?

DONOR: I can go ahead and, umm, do twenty, if that would help?

CALLER: Yes. Now it's still tax deductible. We're non-profit. We will send you a receipt for your records. The verification department, they'll process your call. Can you hold on?



DONOR: Sure.

CALLER: They'll be with you in about twenty seconds. Hold on.

VERIFIER: Hi, Randy Dows, Courtesy Health Watch. Paid fundraiser. How much did you agree to help out with?

DONOR: Twenty.

VERIFIER: All right. You put it on your MasterCard last time, did you have that handy again?

DONOR: No, you'll have to send me out a bill.

VERIFIER: No problem. What's the address?

DONOR: It's [ADDRESS].

VERIFIER: I had you at [ADDRESS]....

DONOR: I moved.

VERIFIER: OK. What's the [ADDRESS] again?

DONOR: [ADDRESS].

VERIFIER: OK.

DONOR: And the city now is [CITY], Iowa.

VERIFIER: All right.

DONOR: And the zip code is [ZIP].

VERIFIER: All right. We'll get you out a receipt with a brochure and a self-addressed envelope.

DONOR: And that, this gentleman said there is going to be, like a fact sheet in there that, like all the, where all the money last year went? Is that true?

VERIFIER: It, it doesn't have that. You can, you can obtain one from the State Attorney General's Office. We don't send that out with it. It does come with a tax receipt for your tax purposes and record keeping...

DONOR: Um hum (affirmative).

VERIFIER: A brochure and a self-addressed self-envelope.

DONOR: So my Attorney General's Office would have a copy of where all the money went to?

VERIFIER: Yes. Yeah, all the financial statements concerning all the contributions can be obtained from your Attorney General's Office or the State Office of Consumer Affairs as well.

DONOR: OK.

VERIFIER: All right?

DONOR: OK.

VERIFIER: Thank you.

DONOR: You're welcome, bye.

VERIFIER: Bye, bye.

ORGAN DONATION & TRANSPLANT ASSOCIATION

April 2012

DONOR: Prospective Donor

CALLER: Samantha Knutsen (phonetic)

VERIFIER: Krissie (phonetic)

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DONOR: This is [NAME].

CALLER: Good morning [NAME]. Samantha Knutsen here. Paid pro-fundraiser with Courtesy Health Watch. We were just calling to thank you for the Organ Donation and Transplant Association. How are you this morning?

DONOR: Good. I'm sorry. You're Courtesy Health Watch?

CALLER: Oh yeah, we're calling to thank you at the campaign, you've helped out with since 2010, the Organ Donation And Transplant Association.

DONOR: Organ Donation and Transplant Association?

CALLER: Yeah. The last time we talked, it was a little while ago, it was actually, umm, it was in August of 2010, you said last year wasn't good for you but to try to you back for this year's campaign. It's the same, so that's the reason for the recorded call by, the proceeds, I don't know if you, you might have forgotten but...

DONOR: Yeah, I get a lot of calls, can you tell me what this is all about?

CALLER: No, that's not a problem. We provide brand new anti-rejection medication to men, women and children that are on the transplant waiting list. They actually keep them living long enough, and healthy enough, you know, just strong enough in order to sustain those transplants when the time does come. Like for instance, last year, there was a need for over a hundred thousand organs and there's only about twenty-five thousand donors, and you know, obviously that's not even close to enough, with a one to eight year waiting period, most of these people, especially the kids, they don't make it by the time they are able to receive it or by the time they do, their body is just not strong enough

you know, to hold onto it. It just automatically rejects it, so these medications are making it more than possible for these people to add an extra ten, twenty plus years on to their life so it's a, it's a big deal. I mean there's something we can actually do now to keep these people living or going to an, our ... or able to, as possible but times are tough and we know this and these medications are extremely high in cost so, that's why we're calling to see if you would like to help out for the 2012 drive. It, what it was last time, it's a one time pledge, it's tax deductible and it's non-profit. It looks like...

DONOR: And you said I gave in 2010?

CALLER: Yep. August 1 of 2010 and you did thirty-five dollars.

DONOR: Oh, OK.

CALLER: It looks like you did it on a MasterCard.

DONOR: Well, where are you located?

CALLER: I'm calling from West Allis, Wisconsin. So it's Milwaukee, Wisconsin but our headquarters, our headquarters is in North Palm Beach.

DONOR: OK, well..

CALLER: So we help out all over the United States. All the proceeds are disbursed throughout all hospitals across, you know, the U.S., wherever it's needed the most. We make sure it's equally handed out.

DONOR: Well, if I was like to give twenty dollars, how much would go to the people that need the transplants or that need the drug for the transplants?

CALLER: All the proceeds go to ... towards the hospitals where it's disbursed.

DONOR: All 100%?

CALLER: No, at least ten percent goes straight to the campaign, the rest is divided up for, you know, employees and things like that.

DONOR: So ten percent is the administrative...

CALLER: Yeah, that's just the, that's just the minimum.

DONOR: And then, the, so...

CALLER: And then...

DONOR: The eighty percent will go to all the hospitals?

CALLER: At least ten percent goes straight to the campaign and is disbursed throughout where it is needed. The rest is distributed for, you know, just, yeah, employee's costs, keeping the light on, you know, those things and then all the rest, whatever is left over also goes towards the campaign.

DONOR: OK. So ten percent automatically goes to the...

CALLER: Yeah, yep, no matter what ten percent completely goes to it, no matter what.

DONOR: And then the other ninety percent goes to the administrative cost but if there's money left over from the administrative costs, it goes back to the campaign?

CALLER: Yep, yep, it does, yep. Yep. Exactly. I don't want, yeah, I don't want to give any wrong percentages or wrong numbers but no matter what, at least ten percent of it goes straight to them, no matter what.

DONOR: Well, how does it come back to Iowa?

CALLER: Umm ... that I don't have control over. That's what the company does. We just call for the campaign itself...

DONOR: OK.

CALLER: ...to get a hold of you guys and, you know, explain it to you and everything 'cause I know there's a lot of campaigns that just mail stuff out to you...

DONOR: Yes.

CALLER: I mean and then, plus if we just start mailing things out to you, I mean, they just expect you to send it back, but then that's just a chunk of money that is just wasted on postage and billing when it just might end up you know, in the trash so ...

DONOR: Well, I could can go ahead and donate twenty dollars, is that, would that help out at all?

CALLER: Yeah, oh my gosh, definitely. It's a great show of support, thank you. What I'll do then for you is just give you to my verifier. They got you on a secure line and then they'll just confirm it and go ahead and take your name off the list. That way we won't bug you with repeat phone calls for the rest of the campaign, is that OK?

DONOR: Of course.

CALLER: Well, thank you so much, ma'am. I appreciate it and I hope you enjoy the rest of your day. They'll be with you in one second, all right?

DONOR: OK, thanks.

CALLER: Thank you.

VERIFIER: [NAME]?

DONOR: Yes.

VERIFIER: Hi there, my name's Krissie, I'm a paid pro-fundraiser with Courtesy Health Watch. Did you agree to help out with twenty dollars?

DONOR: Yes.

VERIFIER: We appreciate that. Is this on your VISA, Master or debit card?

DONOR: I'm just going to have to have you send me out an invoice.

VERIFIER: OK, the only reason we ask for the card is because it does save a little extra time on the processing, anyway that could be OK for you?

DONOR: No.

VERIFIER: All right. We'll gladly mail it. [ADDRESS] ...

DONOR: OK... umm ...

VERIFIER: [CITY, ZIP]?

DONOR: No, my address has changed.

VERIFIER: OK. What's the current...

DONOR: I kept the telephone number but my, [ADDRESS].

VERIFIER: [ADDRESS] .

DONOR: And the city now is [CITY].

VERIFIER: OK.

DONOR: And the zip code is [ZIP].

VERIFIER: All right. We will get everything to you in about three to five days and this will, if you could send back once you get the packet we would really appreciate that, OK?

DONOR: OK.

VERIFIER: Thank you.

DONOR: Um hum, bye.

VERIFIER: Bye, bye.





BREAST CANCER RELIEF FOUNDATION

May 2012

DONOR: Prospective Donor

CALLER: Sonya Dunya (phonetic)

RECORDING: Recorded message

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DONOR: Hello?

CALLER: Hello?

DONOR: Hello.

CALLER: Hi, is [name] available?

DONOR: This is [name].

CALLER: Hi [name]. My name is Sonya Dunya. I'm calling today from Courtesy Health Watch. I'm here to say thank you to you from the Breast Cancer Relief Foundation. How are you this morning, OK?

DONOR: Yes.

CALLER: Good. Well, we were just calling to say thank you for your generous support last time in helping these women battle breast cancer 'cause we did lose almost forty thousand in the past year because they could not afford the proper medical attention so we wanted to thank you, because of your help we are able to provide their medication at no charge, through the mammograms and life saving tests as well, 'cause we do believe, you know, early detection is the key and we do have you down last year for a donation of fifty-five dollars. It is tax deductible. We call one time a year and once you donate we do remove you from the list. Can the women count on your support for this year, is that OK?

DONOR: Well, first, this was Courtesy Health Watch?

CALLER: Yeah.

DONOR: And your name?

CALLER: What was that?

DONOR: And your name?

CALLER: My name is Sonya.

DONOR: OK. And I've given before then?

CALLER: Yes. We have you down, let me look for exactly what it is, February 1<sup>st</sup> of 2011, and then the year before.

DONOR: And you said fifty-five dollars last year?

CALLER: Yep.

DONOR: Wow.

CALLER: Yes.

DONOR: Where are you located?

CALLER: I'm in Wisconsin.

DONOR: Oh, OK.

CALLER: I'm calling from Wisconsin and then, excuse me, the headquarters is in New Orleans.

DONOR: OK, what was the name of the, what is this for?

CALLER: The Breast Cancer Relief Foundation.

DONOR: Relief Foundation?

CALLER: Yes. Yes.

DONOR: OK.

CALLER: For the cancer.

DONOR: OK. Go ahead.

CALLER: OK, would we be able to count on you for this year?

DONOR: Well, I'm thinking maybe I could do twenty-five.

CALLER: That's OK. Well, you know you're just, because we don't want to lose you altogether, you know, but yeah, that works. You know, so I'll put you down for that, and I do want to thank you, and what I'm going to do quick is, I'm just going to transfer you over...

DONOR: OK, let me, can I ask you a question though?

CALLER: Yeah.

DONOR: OK, of this twenty-five, how much of this will go to the Breast Cancer Relief Foundation?

CALLER: One second, I have to get my supervisor. Hold on one second, OK?

DONOR: Um hum.

RECORDING: ...if you'd like to make a call please hang up and try again. If you need help hang up and then dial your...



NATIONAL CANCER COALITION

July, 2012

DONOR: Prospective Donor

CALLER: Chuck Thompson

VERIFIER: Samantha Knutsen

---

DONOR: Hello?

CALLER: Hello? Yeah, [NAME]?

DONOR: Yes, this is [NAME].

CALLER: Chuck Thompson. Calling to thank you for helping out our state campaign for National Cancer Coalition in Iowa. How ya doing today, all right?

DONOR: Good. Who is this again, I'm sorry?

CALLER: It's, it's the NCC, National Cancer Coalition. We're still out with our state campaign for Iowa. And I know, and I know you got things you are doing there and I'll make it brief. The reason for the recorded call is we wanted to thank you so much for helping out the last couple of years just staying behind efforts. It goes a long way. It's not just about the medication and treatment uh... for children but as of uh... last year we finally started to do the early detection methods not only for men with prostate examination but women are also eligible to get mammograms free of charge when they qualify as well and we wouldn't be able to set up those programs if it wasn't for kind people like yourself across this state and, and on behalf of those guys I wanted to say God bless you and thanks again. Anyway, to keep programs going ma'am we need the community's continued help and the levels are the same. They're fully tax deductible. This year a lot of supporters are doing one of our bronze levels which is still at thirty or forty. We do have silver at fifty, sixty, seventy and eighty and our gold is a hundred. But it's not the amount that matters, most supporters do the bronzes but if you could stretch as far as a hundred for the year, it sure would make a big difference.

DONOR: And what is your name? I'm sorry . . .

CALLER: My name is Chuck, ma'am. Chuck Thompson.

DONOR: And I've given before?

CALLER: Yes. We're only allowed to call you once a year, ma'am. Last time we spoke time to you it was in 2011. We did call you once in July of 20, 2010 and we, I think we called you in '09, I, my records only back a couple of years so, but again they're telling us to get everyone involved and the last few years you've always helped out with our senior citizen and our college student pledge which is twenty dollars.

DONOR: Oh, I gave twenty dollars last time then?

CALLER: Yes, actually you've given twenty every time.

DONOR: Oh, OK. I get a lot of calls. Where are you located?

CALLER: We always give you a call from our fundraising headquarters which are still in Milwaukee.

DONOR: In Milwaukee, OK. And what's the name of that fundraiser?

CALLER: It's the National Cancer Coalition, ma'am.

DONOR: OK.

CALLER: And this is our Iowa state campaign. We raise funds for every single state and right now we're calling for Iowa.

DONOR: OK. OK. If, if I was to give twenty dollars again, how much would go to the peo-, the cancer patients?

CALLER: Well just so you know, this is still a volunteer program, ma'am. You always make your, everything payable directly to the National Cancer Coalition. No one else can control or spend the money. The support goes directly to NCC. And that's it, I don't get a check cut from National Cancer Coalition. It goes directly to the program so they can fund the efforts to not only help children but also men and women, although . . . the less fortunate that need support in their, in their battle

for cancer.

DONOR: So one hundred percent goes to them?

CALLER: I, I, I didn't, again, ma'am, NCC is the one that divies up the funds. Everything goes to NCC but it doesn't come back here, ma'am.

DONOR: OK, does, how does it stay in Iowa, do you know?

CALLER: Excuse me, ma'am?

DONOR: How does the money stay in Iowa?

CALLER: It doesn't all stay in Iowa. Again the Iowa is part of our National Cancer Coalition. Obviously if there is someone you know that needs support that's in Florida, you know the Cancer Coalition isn't going to not help them because we're raising funds from Iowa. This is our Iowa state campaign because we are on file with the Secretary of State to raise funds for Iowa so again it's our state campaign but it's not only for people in Iowa, ma'am. I wouldn't want you to, to take that from it. What I do want you to know is that we are the same guys you've helped out with the last three or four years. We haven't, we only call once a year and I know a lot of those guys call you four or five times a year or every week or want you to donate every month, you kind of get acquainted with them, we're only allowed to call once a year or solicit funds from you for once a year. We never mail out anything or, or even try to solicit you more than once a year without getting your permission to do that. The last few years we've always called you in June or July and this our campaign for the 2012 year and every year we've called you've helped out with twenty bucks, ma'am.

DONOR: OK, well umm..., then, are you a volunteer?

CALLER: Excuse me, ma'am? No, I'm not a volunteer.

DONOR: OK.

CALLER: I work for Courtesy Health Watch. We ...

DONOR: Courtesy Health Watch.

CALLER: ...raise funds for National Cancer Coalition.

DONOR: Well, I can go ahead and, and I can go ahead and do twenty dollars again this year.

CALLER: That's terrific. There's people that couldn't care less let alone help and it really makes a big difference, ma'am. Just like last time our young lady in our processing area...

DONOR: Hello?

CALLER: ...they double check everything so we don't call back and disturb you, OK?

DONOR: OK.

CALLER: Thank you so much. You'll hear a click and then she'll pick right up, OK?

DONOR: OK.

CALLER: Hold on just a second.

VERIFIER: Hello?

DONOR: Hello.

VERIFIER: Hi, Samantha Knutsen here, paid pro fundraiser with Courtesy Health Watch. Did you agree to help out with twenty dollars?

DONOR: Yes.

VERIFIER: Thank you, and did you want to do it on a VISA, Master or debit card?

DONOR: You'll have to send me out a bill.

VERIFIER: Oh, well just so you know, if we do put it on a card it's a lot easier, you



don't have to worry about sending us anything back. Umm... as soon as we hang up with you all information is deleted for security reasons...

DONOR: I don't...

VERIFIER: And...

DONOR: I'm not going to be able to do that .

VERIFIER: OK, that's fine. We can send it.

DONOR: OK.

VERIFIER: Are you at [ADDRESS]?

DONOR: Yes.

VERIFIER: [CITY]?

DONOR: Um hum.

VERIFIER: It'll take a few days or so for their self-addressed envelope to get you. Once you receive it just send back that check or money order, whichever works best. Other than that, thanks so much again and I hope you have a great rest of the day.

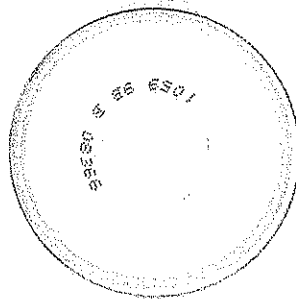
DONOR: Thank you.

VERIFIER: Thank you.

DONOR: Bye, bye.



State of Iowa v.  
Courtesy Health Watch, Inc.:  
Attachment IX to Petition



ATTACHMENT IX



## National Cancer Coalition

### COUNTS AND RATES:

60,905	0-6	MONTH DONORS	\$85/M
96,140	0-12	MONTH DONORS	\$80/M
142,390	0-18	MONTH DONORS	\$75/M
170,013	0-24	MONTH DONORS	\$70/M

\* File caps at \$99.99

#### DESCRIPTION:

THE NATIONAL CANCER COALITION IS A NATIONAL CANCER ORGANIZATION DEDICATED TO DELIVERING ACCESS TO RELIEF FROM CANCER AND CHRONIC DISEASE THROUGHOUT THE WORLD. NCC EXCELS AT DELIVERING LIFE-SAVING RESOURCES TO THE PEOPLE WHO NEED THEM IN THE PLACES THEY'RE MOST NEEDED. NCC PROVIDES MUCH-NEEDED FINANCIAL ASSISTANCE TO PEOPLE BATTLING CANCER, DONATES AND DISTRIBUTES LIFE-SAVING DRUGS AND MEDICAL TREATMENT TO UNDERSERVED PEOPLE IN THE U.S. AND 50 COUNTRIES, AND FUNDS INNOVATIVE CHILDHOOD CANCER RESEARCH.

#### ADDITIONAL SELECTS AVAILABLE (INCLUDING):

OCCUPATION, PRESENCE OF CHILDREN IN HOUSEHOLD, POLITICAL PARTY AFFILIATION, VETERANS, GENDER, AGE, COMMUNITY INVOLVEMENT, ETHNICITY, RELIGIOUS AFFILIATION, INTERESTS - PLEASE INQUIRE.

\*\*\*LAST UPDATE: 4/30/12

#### DETAILS:

20% COMMISSION TO BROKERS.

PRE-CLEARANCE REQUIRED.

SERVICE BUREAU REQUIRES 3 WORKING DAYS TO PROCESS ORDERS, OTHERWISE \$85/F RUSH FEE APPLIES.

All orders cancelled prior to mail date are subject to a \$50 flat fee plus running charges, select fees, shipping and material fees. Orders cancelled after mail date require payment in full.

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EMAIL \$50/F  
FTP \$50/F

---- SOURCE ----  
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---- MINIMUM ORDER ----  
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---- NET NAME ----  
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**ATTACHMENT X**

